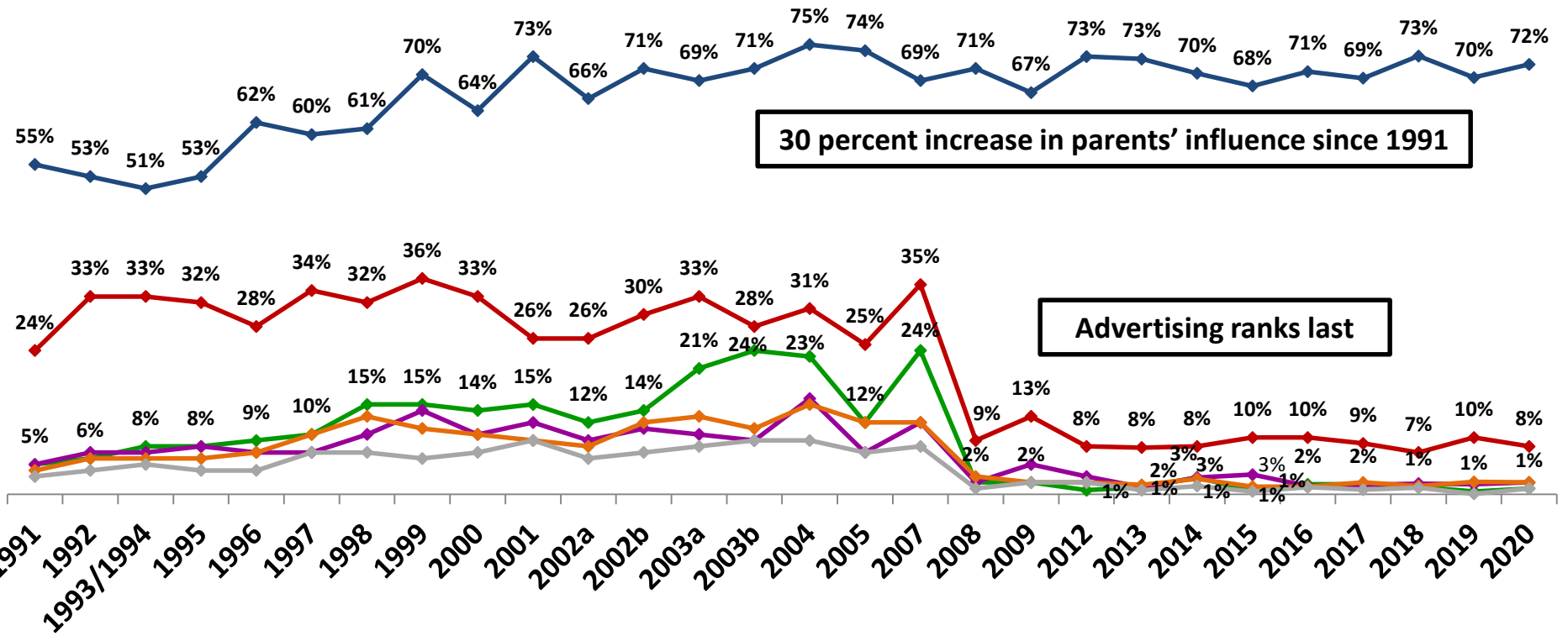


Youth Report

Influences on Youth Decisions about Drinking

Parents Have Been the Strongest Influence on Teens Ages 13-17 for 30 Years

- ◆ Parents
- ◆ Best friends
- ◆ Teachers
- ◆ Siblings
- ◆ What you see on Media
- ◆ What you see in Ads



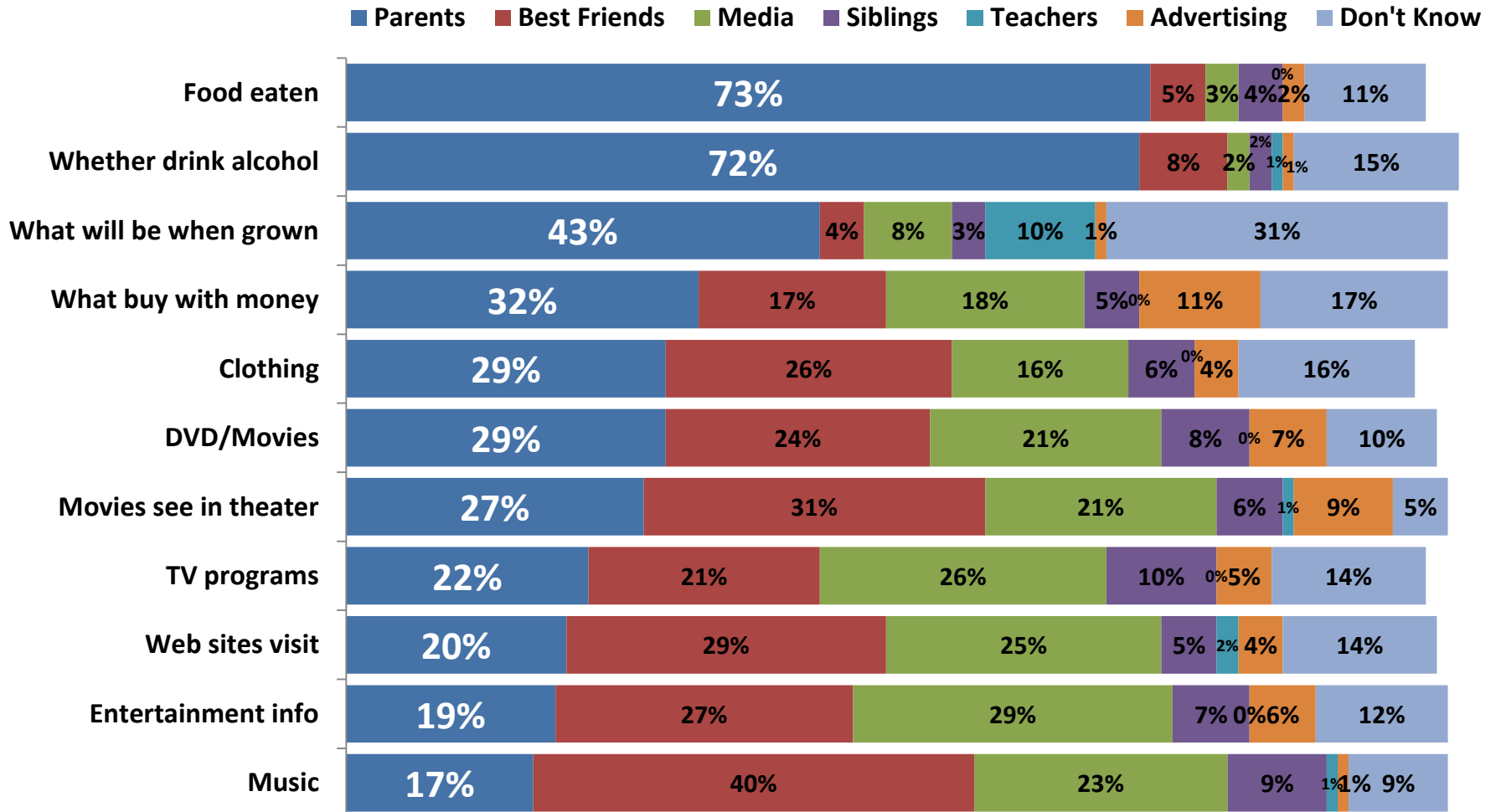
30 percent increase in parents' influence since 1991

Advertising ranks last

Source: Ipsos Public Affairs (Formerly GfK Roper Youth Report). Americans age 13-17. Notes: 2008-2020: Media includes TV, radio, magazines, and Internet; 1991-2007: Media included TV only. 1999 and 2001 surveys allowed the unaided response "no one/just know." Therefore, they cannot be compared to other years' data points. Starting in 2008, respondents could only choose one answer option for this question. Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not

Youth Report

Influences on Youth's Decisions About These Activities Ages 13-17



Source: Ipsos Public Affairs. This report was developed from a KP Omniweb study of 1,018 Americans age 13-17, conducted in February 2020 for Anheuser-Busch.

*Media includes TV, radio, magazines, and Internet

Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not